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Governor
Deval Patrick



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DEVAL PATRICK
GOVERNOR

TIM MURRAY
LIEUTENANT GOVERNOR

Media Contact

Kim Haberlin
Alec Loftus
Bonnie McGilpin
617-725-4025

For Immediate release - February 02, 2012

GOVERNOR PATRICK DISCUSSES ECONOMIC DEVELOPMENT AND JOB CREATION OPPORTUNITIES AT 'DOING BUSINESS WITH BRAZIL' FORUM

CAMBRIDGE – Thursday, February 2, 2012 – Governor Deval Patrick today discussed economic development and job creation opportunities with Brazil at the Associated Industries of Massachusetts' (AIM) "Doing Business in Brazil" forum in Cambridge. Governor Patrick outlined the initial successes and accomplishments of his December 2011 Massachusetts-Brazil Innovation Economy Mission, which focused on creating jobs in the life sciences, IT, clean energy, financial services and education sectors to solidify the already strong Massachusetts-Brazil connection.

"To continue our economic recovery, we need to position Massachusetts for success in growing markets like Brazil, to drive job growth and catalyze international investment," said Governor Patrick. "Our recent trade mission to Brazil was a critical step in building the relationships necessary to compete for every job in every corner of the world."

Governor Patrick spoke at the AIM event at Microsoft Corporation's Cambridge offices, which included 50 business leaders from across Massachusetts. The program also included a panel featuring: Rosabeth Moss Kanter of the Harvard Business School, Wayne Canty, CEO at Heat Trace Products in Leominster, Susan Luo, vice president of global strategy at State Street Corporation and Anthony J.A. Patterson, COO of Iredale Mineral Cosmetics in Great Barrington.

From December 1 through December 9, Governor Patrick led a delegation of 50 government, business, academic and cultural leaders on the Innovation Economy Mission to Chile and Brazil, highlighting the potential for business growth and job creation during a series of meetings with government officials and business leaders.

During the trade mission, the Governor participated in the groundbreaking of Hopkinton-based EMC's "big data" research center at Federal University in Rio de Janeiro; signed a Memorandum of Understanding between UMass-Amherst and the Brazilian Agricultural Research Corporation that will benefit researchers, farmers and consumers in Massachusetts and Brazil; and participated in the creation of a partnership between Massachusetts-based Akamai and Sky that matches Sky television viewership with Akamai's media-focused technologies.

Also during the mission, Governor Patrick joined Santander to announce an academic exchange between faculty and students from Brazilian and American universities (including the University of Massachusetts) and participated in a MassChallenge event that included the opportunity for two Massachusetts start-ups to grow a global partnership with Endeavor Brazil, the MassChallenge equivalent in Brazil.

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